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The Fifth Estate

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Broadcasting Jan 5

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Vol. 112 No. 1

Broadcasting Jan 5

Battle lines being drawn over people meters
Heading west for INTV
A look ahead to 1987 in the Fifth Estate

BATTLE RAGING □ BROADCASTING examines the ongoing controversy over institution of the people meter and its effect on the networks, ratings services and advertising agencies. **PAGE 59.**

DISH OFFERING □ HBO, RCA offering free Ku-band earth stations to cable operators in efforts to make Satcom transponders more attractive. **PAGE 62.**

INTV 87 □ Association of Independent Television Stations President Preston Padden has must carry at the top of his 1987 agenda. **PAGE 94.** The independent television station business hit a few bumps in 1986: soft advertising marketplace, rising programing costs and heavy debt, and a slow economy in some areas of the country. **PAGE 98.** Producers and syndicators head to INTV to begin, in earnest, program selling season. **PAGE 104.** INTV convention theme is "Tomorrow's Marketplace." **PAGE 110.** The agenda appears on **PAGE 112.** A list of exhibitors in the screening suites appears on **PAGE 116.**

A LOOK AHEAD TO **1987** IN THE FIFTH ESTATE

1987 FORECAST □ BROADCASTING takes a look at what's expected in the year ahead in the Fifth Estate in these areas: court cases **(PAGE 156)**, the three broadcast networks **(PAGE 160)**, the FCC **(PAGE 162)**, Congress **(PAGE 164)**, technology **(PAGE 170)**, cable **(PAGE 172)**, electronic journalism **(PAGE 176)**, radio **(PAGE 178)**, public broadcasting **(PAGE 180)**, television advertising **(PAGE 186)**.

DIAL FOR DOLLARS □ Los Angeles area radio station to launch new financial and information format in February. **PAGE 188.**

FORMAT SELECTION □ Appeals court backs FCC decision on format cases. **PAGE 212.**

HDTV SHOW □ NAB, MST present first over-the-air broadcasts of high definition TV technology in Washington tests. **PAGE 214.**

BRITISH SPECTRUM □ Study concludes that radio spectrum in Britain should be allocated using marketplace mechanisms. **PAGE 224.**

STAYING ON □ CBS News's Diane Sawyer agrees to continue with network. **PAGE 227.**

INDEPENDENT SPIRIT □ Independent broadcasters have found their voice in association president, Preston Padden. **PAGE 247.**

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Getting down to business at KWOW(AM)

Suburban Los Angeles station plans financial news format 24 hours a day

It will be business as usual for KWOW(AM) Pomona, Calif., when it launches a 24-hour financial news and information format in early February.

Dubbed "Money Radio," the proposed radio programing venture will be headed by Edward (Buz) Schwartz and Vera Gold, who purchased oldies-formatted KWOW, soon to be called KMNY, from Wickstrom Inc., for $2.4 million—$1.75 million for the station's assets and $650,000 for 4.7 acres of land—with funds from their newly established California limited partnership. The partnership is looking to raise a total of $5 million in capital from qualified investors with the remaining money to be used, in part, for station operations and the development of programing. (Both Schwartz and Gold also operate a nonprofit investment education organization called *Investors Club of the Air*, which, among other things, publishes a monthly magazine, *Personal Investing*, and sponsors seminars for its more than 13,000 members.) Schwartz will serve as the managing general partner of the Money Radio firm and Gold will be executive vice president of marketing and sales.

The 24-hour business format was based on suggestions from the investment community and from listeners of Schwartz's 90-minute call-in financial advice talk show, also titled *Investors Club of the Air*, which airs on KIEV(AM) Los Angeles each weekday.

According to the Money Radio prospectus, the new format will focus on money, business, the economy and investments. The partners said they may also syndicate KMNY's programs to other radio stations.

Studios and offices of KMNY will be relocated to the Pacific Stock Exchange in Los Angeles, and the station will operate a broadcast booth from the floor of the exchange. The transmitter site and technical staff will remain in Pomona.

Money Radio will open the 6 a.m. drive time period with live or taped telephone interviews with financial professionals in London concerning the closing prices of gold

'Cosby' knocked from first, but NBC still wins

NBC won its 14th consecutive prime time ratings week, the longest streak since ABC's nonseasonal, 14-week stretch from Jan. 8 to April 15, 1979. And NBC did it without any of the top three shows (*Cosby*, seen on Christmas night, was fourth).

The week ended Dec. 28 found NBC scoring a 15.2/27 to CBS's 14.1/25 and ABC's 11.9/21. The battle for evening news went to NBC with a 10.5/22 over CBS's 10.1/21 and ABC's 9.6/20. The HUT level (homes using television) stood at 56.1% for week 14, compared to week 13's 62.4% and last year's 57.7%.

NBC's high-flying *Cosby Show* dropped down to fourth place with a repeat scoring a 22.4/45—the first time this season the program has been upset by regular programing.

Forty-four of the 67 programs and movies aired during week 14 were repeats. NBC broadcast 17, while ABC had 16 and CBS 11. NBC won Monday, Thursday, Friday and Saturday, while ABC took Tuesday and CBS took Wednesday and Sunday.

NBC took Monday with an average of 19.1/29.9. NBC's movie, *Christmas Eve*, and ABC's *Monday Night Football* (New England vs. Miami), both airing from 9 to 11 p.m., racked up a 21.3/33 and a 19.7/32, respectively.

Tuesday went to ABC with a 17.5/29.1, over NBC's 13.3/22.4 and CBS's 12.5/21.3. All programing, except for NBC's *Hill Street Blues* and *1986*, were repeats.

Wednesday went to CBS with a 11.3/26.3. ABC came in second with a 10.3/24.0 and NBC had an 8.8/20.1. The only nonrepeat program for the night was NBC's *You Again?*, which scored a 9.0/21.

ABC ran a two-hour *Love Boat* from 8 to 10 p.m. and its regular *20/20* to give the network a 9.1/17.3 for Thursday. But NBC's regular lineup, all repeats, won the night, scoring an 18.9/36.1.

Friday went to NBC's lineup of *Fast Copy*, *Miami Vice* and *Crime Story*, bringing in a 13.9/26.0 average. CBS broadcast the *Kennedy Center Honors* from 9 to 11 p.m. and took an 11.4/21.2 for the evening.

NBC's lineup pulled in a 16.7/30.9 to take Saturday night. ABC had a special *Closeup*, from 10 to 11 p.m., which scored a 6.7/13. CBS's lineup of *Downtown* and a repeat movie, *Wild Horses*, averaged a 10.3/19.3 overall.

Sunday went to CBS, which broadcast the only nonrepeats for the night, and all three of them ranked in the top 10 for the week: the two-hour premiere of *Outlaws*, *60 Minutes* and the NFL post game show. CBS averaged a 23.9/37.9 for the night.

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	24.7/40
2.	Murder, She Wrote	CBS	24.0/37
3.	Outlaws	CBS	23.0/37
4.	Cosby Show	NBC	22.4/45
5.	NFL Wild Card, post-game	CBS	21.3/39
6.	Family Ties	NBC	21.0/42
7.	Monday Night Movie	NBC	21.0/33
8.	Cheers	NBC	21.0/40
9.	Golden Girls	NBC	21.1/35
10.	Moonlighting	ABC	19.7/32
10.	NFL Monday Night Football	ABC	19.7/32
12.	Growing Pains	ABC	18.0/30
13.	Night Court	NBC	18.4/34
14.	Miami Vice	NBC	17.8/32
14.	Who's the Boss?	ABC	17.8/30
16.	Newhart	CBS	17.5/26
17.	Sunday Night Movie	NBC	16.7/26
18.	Hunter	NBC	16.6/31
19.	You Again? Special	NBC	16.4/30
20.	Matlock	NBC	16.4/27
21.	My Sister Sam	CBS	16.3/26
22.	Barbara Mandrell Special	CBS	16.0/34
23.	ALF	NBC	15.4/25
24.	Facts of Life	NBC	14.9/25
24.	Amen	NBC	14.9/27
26.	Crime Story	NBC	14.8/29
27.	Webster	ABC	14.7/27
28.	L.A. Law	NBC	14.6/25
29.	Kate & Allie	CBS	14.6/24
30.	Jack & Mike	ABC	14.5/25
31.	Cavanaughs	CBS	14.0/21
32.	Tuesday Movie	CBS	14.0/24
33.	Amazing Stories	NBC	14.0/23
34.	Mr. Belvedere	ABC	13.7/25
35.	Hill Street Blues	NBC	13.0/21
36.	Our House	NBC	12.9/21
37.	Scarecrow & Mrs. King	CBS	12.5/22
37.	Sunday Night Movie	ABC	12.5/23
39.	Magnum P.I.	CBS	12.2/23
40.	Equalizer	CBS	11.8/27
41.	MacGyver	ABC	11.8/19
42.	20/20	ABC	11.5/22
43.	Golden Showcase	CBS	11.3/21
44.	Kennedy Center Honors	CBS	11.1/21
45.	ABC Movie Special	ABC	10.7/25
46.	Saturday Movie	CBS	10.7/19
47.	Davis	ABC	10.6/19
47.	1986	NBC	10.6/19
49.	Starman	ABC	10.1/20
50.	Mike Hammer	CBS	9.9/23
51.	Sledge Hammer	ABC	9.9/18
52.	Downtown	CBS	9.6/18
53.	Heart of the City	ABC	9.5/22
53.	Wizard	CBS	9.5/16
55.	Perfect Strangers	ABC	9.4/23
56.	Sidekicks	ABC	9.4/19
57.	Gimme A Break	NBC	9.3/22
57.	Simon & Simon	CBS	9.3/18
59.	Fast Copy	NBC	9.2/17
60.	Highway to Heaven	NBC	9.1/21
60.	Spenser: For Hire	ABC	9.1/16
62.	You Again?	NBC	9.0/21
63.	Disney Sunday Movie	ABC	8.9/14
64.	Outer Ho	ABC	8.4/16
65.	St. Elsewhere	NBC	8.0/18
66.	Love Boat	ABC	7.9/15
67.	ABC News Closeup	ABC	6.7/13

*Indicates premiere episode

change TL; change HAAT to 979 ft. Filed Dec. 24.

■ KHAK-FM Cedar Rapids, Iowa—Seeks CP to change TL; change HAAT to 1,180.8 ft. and make changes in ant. sys. Filed Dec. 24.

■ WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. Filed Dec. 29.

■ WMDC-FM (100.9 mhz) Hazelhurst, Miss.—Seeks CP to change HAAT to 285 ft. and make changes in ant. sys. Filed Dec. 29.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to change ERP to 3 kw.

■ WPCX (106.9 mhz) Auburnoanoke Rapids, N.C.—Seeks MP to change ERP vis. to 1,470 kw and change HAAT to 1,206 ft. Filed Dec. 24.

Actions

AM

■ WBZY (1200 khz) New Castle, Pa.—Granted app. to change hours of service to unlimited by adding nightime service with 2.5 kw; increase day power to 10 kw; install DA-N, change freq. to 1400 khz and make changes in ant. sys. Action Dec. 12.

FM's

■ KTCS-FM (99.9 mhz) Fort Smith, Ark.—Granted app. to change TL. Action Dec. 18.

■ KUBB (96.3 mhz) Mariposa, Calif.—Granted app. to change HAAT to 2,112 ft. make changes in ant. sys. Action Dec. 17.

■ KRBQ (102.7 mhz) Red Bluff, Calif.—Returned app. to change TL; change ERP to 3.24 kw and change HAAT to 1,745.7 ft. Action Dec. 22.

■ WFBQ (94.7 mhz) Indianapolis—Returned app. to change TL; change ERP to 47 kw and change HAAT to 891.5 ft. Action Dec. 22.

■ WSPY (107.1 mhz) Plano, Ill.—Granted app. to make changes in ant. sys. Action Dec. 18.

■ WKYW (104.9 mhz) Frankfort, Ky.—Granted app. to make changes in ant. sys. Action Dec. 18.

■ WMBN-FM (96.3 mhz) Petoskey, Mich.—Granted app. to change TL; change HAAT to 980.7 ft. and make changes in ant. sys. Action Dec. 18.

■ KCLU-FM (94.3 mhz) Rolla, Mo.—Granted app. to change HAAT to 114 ft. Action Dec. 18.

■ *KCLC (89.1 mhz) St. Charles, Mo.—Granted app. to change ERP to 25.5 kw and change HAAT to 219.8 ft. Action Dec. 22.

■ WTGY (94.3 mhz) Cortland, N.Y.—Dismissed app. to change ERP to 3 kw and change HAAT to 328 ft. Action Dec. 16.

■ *WCWT-FM (91.9 mhz) Centerville, Ohio—Granted app. to change TL; change freq. to 101.5 mhz and change HAAT to 193.5 ft. and make changes in ant. sys. Action Dec. 18.

■ WZWW (95.3 mhz) Bellefonte, Pa.—Granted app. to change SL. Action Dec. 16.

■ WSAJ-FM (89.9 mhz) Grove City, Pa.—Granted app. to change freq. to 89.5 mhz; change ERP to 156 w and change HAAT to 125 ft. Action Dec. 18.

■ WMSR-FM Manchester, Tenn.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 1,138 ft.

■ WJLC-FM (97.5 mhz) South Boston, Va.—Returned app. to change TL; change ERP to 100 kw and change HAAT to 980.7 ft. Action Dec. 22.

TV's

■ WQQB (ch. 40) Bowling Green, Ky.—Granted app. to change SL. Action Dec. 17.

■ KREB-TV Las Vegas—Granted app. to change ERP vis. to 2,880 kw, ERP aur. to 288 kw; change HAAT to 2,001 ft. and make changes in ant. sys. Action Dec. 22.

■ WNJU (ch. 47) Linden, N.J.—Granted app. to make changes in ant. sys. Action Dec. 19.

■ KVRR (ch. 15) Fargo, N.D.—Granted app. to change ERP vis. to 27.99 kw, aur. 2.8 kw. Action Dec. 16.

■ WPTO (ch. 14) Oxford, Ohio—Granted app. to make changes in ant. sys. Action Dec. 17.

■ WUJA (ch. 58) Caguas, P.R.—Granted app. to change SL. Action Dec. 17.

■ WEKU (ch. 32) Aguadilla, P.R.—Granted app. to change SL. Action Dec. 17.

■ KTTW (ch. 17) Sioux Falls, S.D.—Granted app. to change ERP vis. to 20.56 kw, aur. 2.05 kw; change TL and change HAAT to 208.6 ft. Action Dec. 16.

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Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.